

FIRST CLASS
Permit #225
DODGE CITY
KANSAS

BUSINESS REPLY MAIL

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Postage will be paid by

Marketing & Distribution Co-ordinator
DODGE CITY COMMUNITY COLLEGE
14th Ave. & Hiway 50 Bypass
Dodge City, Kansas 67801

Detach and mail for additional information.

COOPERATIVE

MARKETING & DISTRIBUTION

PROGRAM

... is a business management program with classroom instruction supplemented with on-the-job training. Students enrolled in such programs may become involved in work in a regular paid, part-time job of a sponsoring firm.

Marketing and Distribution programs are designed to develop fundamental skills, knowledge, attitudes and experience which enable both men and women to function in positions as supervisors or junior executives in business, industry and government.



An important part of every program is DECA. DECA or Distributive Education Clubs of America is a program of professional activities related to and in conjunction with MARKETING AND DISTRIBUTION. DECA gives all members a chance to gain recognition through local, state and national activities. Dodge City Community College has an active DECA Chapter.

Paul F. Smith
ADVERTISING

We've got something to offer you!

COOPERATIVE

MARKETING & DISTRIBUTION

PROGRAM

Preparing for Careers in . . .

- Retailing
- Wholesaling
- Business Management
- Marketing
- Sales Management

**Dodge City
Community
College**

In cooperation with
Southwest Kansas
Area Vocational-
Technical School



COOPERATIVE

MARKETING & DISTRIBUTION

PROGRAM

... is a program designed to prepare young men and women for responsible positions in merchandising and management fields.

... classroom instruction is combined with planned on-the-job training in which the students gain the type of experience necessary for them to progress toward their career goal.



I AM INTERESTED IN THE

COOPERATIVE

MARKETING & DISTRIBUTION

PROGRAM

Would you please send additional information:

Name

Home Address

Home Telephone Number

High School Attended

Date Graduated

High School Counselor

Jobs Previously Held

Type of Job in Which You Are Interested

WHAT WILL I STUDY?

2 YEAR ASSOCIATE OF APPLIED SCIENCE DEGREE IN MARKETING AND DISTRIBUTION

The courses in this program carry full credit at Dodge City Community College. The program is flexible as to enrollment. Adults or those who might have need to take the course as a vocational terminal program or only have a need for specific courses in the program are invited to enroll.

FRESHMAN

SOPHOMORE

English Composition I	3	Principles of Economics I	3
Speech I	2	Business Mathematics	3
Salesmanship	3	Accounting I	3
Small Business Management	3	Principles of Retailing	3
Problems and Practice (Required each semester for 1 credit hour)	2	Problems and Practice (Required each semester for 1 credit hour)	2
English Composition II or Business Communications	3	Introduction to Business	3
Humanities elective	3	Principles of Economics II	3
Principles of Management	3	Principles of Sociology	6
Mid-Management Internship (Required each semester for 2 credit hours)	4	(two of the four subjects)	3
General Psychology or Physical Education	2-3	Business Machines	3
Advertising Principles	3	Marketing	3
		Merchandise Display	2
		Mid-Management Internship (Required each semester for 2 credit hours)	4

1 YEAR CERTIFICATE IN MARKETING AND DISTRIBUTION and/or RETAIL MANAGEMENT

The one-year program in Marketing and Distribution requires two semesters for completion. This program includes on-the-job training in a retail establishment and classroom instruction in several basic marketing and management subjects. At the conclusion of the first year you may transfer into the two-year Associate Degree program.

Basic Business Concepts	3
Small Business Management	3
Principles of Retailing	3
Salesmanship	3
Problems and Practice (Required each semester for 1 credit hour)	2
Mid-Management Internship (Required each semester for 2 hours credit)	4
Business Mathematics	3
Accounting Principles I	3
Marketing	3
Advertising Principles	3
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MAIL TO:

David V. Carter, Co-ordinator
Marketing and Distribution Program
Dodge City Community College
Dodge City, Kansas 67801

Phone (316) 225-1321-Ext. 226